



Your City, Your Voice
**FARMERS
BRANCH**

2017 BOND ELECTION

WHAT PROCESS WAS USED TO CHOOSE THE PROPOSED BONDS?

A Council appointed Citizen Bond Committee, composed of Farmers Branch residents, studied the needs of the City and made recommendations to City Council. The Committee evaluated 37 quality of life proposals over nine months and donated more than 2,400 hours of their time. The Committee grouped the proposals according to priority and presented their recommendations to City Council in November 2016. City Council further prioritized the proposals to form three core initiatives that are both fiscally responsible and support the mission and vision of the City of Farmers Branch. Those initiatives are:

- Pike Street/Station Area Improvement Bond - \$4 Million
- Connecting Neighborhoods with Trails and Sidewalks Bond - \$7 Million
- Neighborhood Revitalization Bond - \$4 Million



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**HOW WOULD APPROVAL OF THE 2017 BONDS
IMPACT MY CITY PROPERTY TAX?**

If all three bonds are approved, Farmers Branch homeowners can expect an average annual estimated increase of **\$28.84** for these improvements to the City.

Estimated Tax Increase per Bond Project

Pike Street/Station Area Improvement Bond
\$4 Million = \$0.0055 increase = **\$7.70** annual increase

Trails and Sidewalks Bond
\$7 Million = \$0.0096 increase = **\$13.44** annual increase

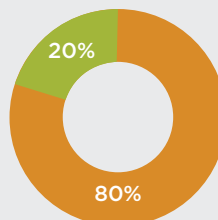
Residential Revitalization Bond
\$4 Million = \$0.0055 increase = **\$7.70** annual increase

Total Increase of \$0.0206 or \$28.84 Per Year

(calculations based on an average home price of \$175,000 with a \$35,000 homestead exemption)

BUSINESSES MAKE UP 80% OF THE TAX BASE IN FARMERS BRANCH

Have you ever noticed how the geographical core of Farmers Branch is mostly residential while the exterior is made up of mostly businesses? This is important because all those businesses make up about 80 percent of the City's property tax base, which means they share a larger tax burden, leaving Farmers Branch residents to benefit from high quality amenities and services for a relatively low tax rate compared to other communities.



VOTE
NOVEMBER
2017

VOTING INFORMATION

EARLY VOTING

October 23 - November 3

ELECTION DAY VOTING

Tuesday, November 7

*Dates subject to change
per Dallas County Elections*

VOTER REGISTRATION

**Last day to register to vote
is Tuesday, October 10**

Residents can register to vote or check their voter registration by visiting dallascountyvotes.org.

**STAY CONNECTED
STAY INFORMED**

VOTEFBTX.COM
2017 Bond Election Details

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OFFICIAL CITY WEBSITE
farmersbranchtx.gov

PIKE STREET/STATION AREA IMPROVEMENTS

Bond Amount

\$4 Million

Project Location

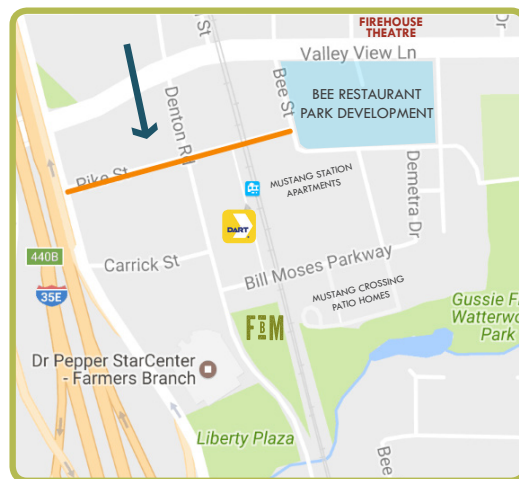
Pike Street, near I-35E and Valley View Lane

Project Details

In the 2017 Citizen Satisfaction Survey 94 percent of respondents identified “programs to revitalize retail areas” as an important priority for the City. Comments in the survey repeatedly spoke to the need for more and better quality restaurants, coffee shops and retail shopping options. The Pike Street/Station Area Improvement Bond directly addresses this issue.

94%

OF RESIDENTS RATED
REVITALIZING RETAIL AREAS AS
HIGHLY IMPORTANT



Approval of this bond would allow infrastructure improvements to create a new streetscape on Pike Street from I-35E to Bee Street, a key piece to bringing the City’s Station Area to life. The plan includes creating a more walkable, visually appealing street that would include new pad site opportunities for future restaurants, retail or entertainment venues. Updated and expanded sidewalks would create connectivity for residents and visitors as pedestrians could safely walk between the Farmers Branch Market, the Farmers Branch StarCenter, Firehouse Theatre, the upcoming Bee Restaurant Park, and the DART Station, creating the downtown Farmers Branch has never had.

Conceptual Drawings of Pike Street Improvements



Improvements Would Include

- 10 foot side walks
- Improved crosswalks
- Pedestrian courtyard/plaza
- Gateway feature
- Ornamental street lighting
- Benches and bike racks
- Street trees, shrubs, ground cover
- Angled parking
- New street pavement



HOW WOULD APPROVAL OF THE PIKE STREET/STATION AREA BOND IMPACT MY TAXES?



\$7.70 PER YEAR

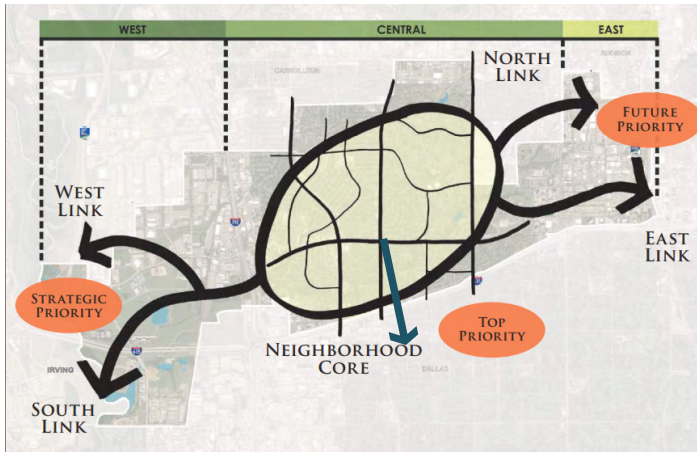
Approval of the Pike Street/Station Area Bond would increase property taxes by a little more than half a penny, which adds up to an estimated \$7.70 per year for an average home with a property value of \$175,000 and a homestead exemption of \$35,000.

CONNECTING NEIGHBORHOODS WITH TRAILS AND SIDEWALKS

Bond Amount

\$7 Million

Project Locations



89% OF RESIDENTS RATED
SIDEWALKS AND TRAILS AS
HIGHLY IMPORTANT

Project Details

Approval of this bond would allow for further implementation of the City's Trail Master Plan which prioritizes the creation of a more connected City with safer, walkable streets. This bond would allow improved City infrastructure and would help connect destinations within the City such as between neighborhoods, schools, parks, the Dart rail, and provide access to surrounding cities.

Providing pathways, sidewalks and trails is of high importance to residents as indicated in the most recent Resident Satisfaction Survey. 89 percent of residents responding to the survey identified sidewalks and trails as a priority and an area of needed improvement in the City. This bond proposition addresses this need and would focus on two main goals: First, improving the availability and quality of sidewalks in the central part of the City; and second, further implementing the John F. Burke Nature Preserve Master Plan with trails and amenities for groups and wildlife observation.

Central Area Sidewalks Improvements

- Enlarging sidewalks from 4 ft to 6-8 ft in the central part of the City (where feasible)
- Connect the many unfinished sidewalks in the central area

John F. Burke Nature Preserve Improvements

- Bus parking
- Restrooms
- Handicap accessible parking spaces
- 12 and 6 ft concrete trails
- Various soft trails
- Group pavilion
- Pond boardwalk with observation platform and bench seating
- Canopy boardwalk with a river overlook
- Outdoor classrooms and interpretive signage

HOW WOULD APPROVAL OF THE TRAIL & SIDEWALK BOND IMPACT MY TAXES?



\$13.44 PER YEAR

Approval of the Trails & Sidewalks Bond would increase property taxes by about a single penny, which adds up to an estimated \$13.44 per year for an average home with a property value of \$175,000 and a homestead exemption of \$35,000.



RESIDENTIAL REVITALIZATION

Bond Amount

\$4 Million

Project Location

All Farmers Branch residential areas

Project Details:

Approval of this bond would allow for the continuation of the City's Neighborhood Revitalization Program and the Demo/Rebuild Residential Incentive Program. The Demo/Rebuild Program allows the City to offer incentives to residents to build new homes in the City which improves neighborhood desirability and property values. The Neighborhood Revitalization program allows the City to identify and purchase properties that are either in major disrepair or strategic to new development and demolish and sell them on the Multiple Listing Service (MLS) for residential redevelopment, further improving the City and residents property values.

94% OF RESIDENTS RATED
RESIDENTIAL REVITALIZATION AS
HIGHLY IMPORTANT

Residential revitalization is a critical need for the City as indicated in the most recent Resident Satisfaction Survey. 94 percent of residents responding to the survey identified "programs to revitalize residential areas" as highly important and they noted that the City needs to focus more efforts on residential revitalization.

DEMO/REBUILD BEFORE



DEMO/REBUILD AFTER



How would this bond help improve Farmers Branch neighborhoods?

Over the past eight years, the Demo Rebuild Program alone has contributed an additional \$13 million in market value to Farmers Branch residential properties. As this program has grown, it has spread into most areas of the City, increasing home values, encouraging home improvements, and attracting new residents.

Increased property values help bring more restaurant, retail and entertainment options to Farmers Branch.

This bond proposition is a \$4 million dollar investment that is projected to yield an estimated \$56 million dollar increase in market value over the next seven years. This growth in the market value is intended to attract high quality retailers and restaurants which has often been cited in Resident Satisfaction Surveys as an area of needed improvement.

How will the bond money be allocated?

Demo/Rebuild Fund

Will allow for incentives on an estimated 140 properties over seven years

Neighborhood Revitalization Fund

Will allow the City to strategically purchase an estimated 86 properties over seven years

HOW WOULD APPROVAL OF THE NEIGHBORHOOD REVITALIZATION BOND IMPACT MY TAXES?



\$7.70 PER YEAR

Approval of the Neighborhood Revitalization Bond would increase property taxes by a little more than half a penny, which adds up to an estimated \$7.70 per year for an average home with a property value of \$175,000 and a homestead exemption of \$35,000.